

## DETERMINING INDIVIDUALS FOR ONLINE GROUPS

### CROSS-REFERENCES TO RELATED APPLICATIONS

[0001] The present application claims the benefit of U.S. Provisional Patent Application Ser. No. 61/734,352 titled "Determining Individuals for Online Groups," filed on Dec. 6, 2012, which is hereby incorporated by reference in its entirety for all purposes.

### BACKGROUND

[0002] The present disclosure generally relates to online groups, and in particular to encouraging individuals to assume a leadership role in online groups relating to a subject matter.

### SUMMARY

[0003] In one innovative aspect, the disclosed subject matter can be embodied in a method. The method includes determining a leadership score corresponding to an individual. The leadership score corresponds to a level of correlation between the individual and a leadership role associated with an online group relating to a subject matter. The method further includes providing, based on the leadership score, an invitation to be sent to the individual. The invitation is for assuming the leadership role associated with the online group relating to the subject matter. The method further includes receiving indication of an acceptance of the invitation for assuming the leadership role associated with the online group relating to the subject matter. The method further includes assigning to the individual, based on the received indication of acceptance, the leadership role associated with the online group relating to the subject matter.

[0004] These and other embodiments can include one or more of the following features. The method can further comprise providing for sending to an administrative user, the leadership score of the individual, and information used in the determination of the leadership score. The method can further include receiving an indication of administrative approval by the administrative user. The method can further include finalizing based on the indication of administrative approval, the assignment of the leadership role to the individual. The leadership score corresponding to the individual can be based on a subject matter expertise score, a subject matter interest score, an opinion impact score, or an online activity corresponding to the individual. The subject matter expertise score can correspond to a level of the individual's expertise in the subject matter. The subject matter expertise score can be based on the level of correlation between the subject matter and a professional designation of the individual. The subject matter expertise score can be based on a publication, relating to the subject matter, authored by the individual. The subject matter expertise score can be based on a published quote, attributed to the individual, in a publication. The reputation of the publication can also be factored in to the subject matter expertise score corresponding to the individual. The subject matter interest score corresponds to a level of the individual's interest in the subject matter. The subject matter interest score corresponding to the individual can be based on the level of correlation between the subject matter, and a link shared by the individual. The subject matter interest score can be based on a level of correlation between a first subject matter and a

second subject matter, wherein a first online group relates to the first subject matter, and the second online group relates to the second subject matter, and the individual is a member of each of the online groups. The opinion impact score of an individual corresponds to a level of impact of an opinion of the individual. The opinion impact score can be based on the number of subscribers of an online account of the individual. The opinion impact score can be based on the number of times that a link shared by the individual is re-shared by the subscribers of the individual's online account. The online activity score of the individual corresponds to a level of online activity of the individual. The online activity score can be based on the frequency with which the individual connects to the Internet. The online activity score can be based on a level of interaction of the individual with the social media platform. The online activity score can also be based on reporting by the individual of inappropriate content on the social media platform.

[0005] In another innovative aspect, the disclosed subject matter can be embodied in a system. The system includes a memory which includes instructions for encouraging a social media user to assume a leadership role in a social media group relating to a subject matter, and a processor. The processor is configured to determine a leadership score corresponding to the social media user. The leadership score corresponds to a level of correlation between the social media user and the leadership role associated with the social media group relating to a subject matter. The processor is further configured to provide, based on the leadership score, an invitation to be sent to the social media user. The invitation is for assuming the leadership role associated with the social media group relating to the subject matter. The processor is further configured to receive an indication of an acceptance of the invitation for assuming the leadership role associated with the social media group relating to the subject matter. These and other embodiments can include one or more of features described above with respect to the method.

[0006] In another innovative aspect, the disclosed subject matter can be embodied in a machine-readable storage medium including machine-readable instructions for causing a processor to execute a method. The method includes determining a leadership score corresponding to the social media user. The leadership score corresponds to a correlation of the social media user and a leadership role associated with the social media group relating to a subject matter. The method further includes providing, based on the leadership score, and an indication of administrative approval, an invitation to be sent to the social media user. The invitation is for assuming the leadership role associated with the social media group relating to the subject matter. The method further includes receiving indication of an acceptance of the invitation for assuming the leadership role associated with the social media group relating to the subject matter. The method further includes assigning to the social media user, based on the received indication of the acceptance, the leadership role associated with the social media group relating to the subject matter. These and other embodiments can include one or more of the features described above with respect to the method.

[0007] Advantageously, the subject technology can improve the quality of content or discussions in an online group by encouraging individuals who are knowledgeable about, interested in, or influential with respect to a subject matter, to assume a leadership role in the online group.